ATAG'S PLATE WARMERS GO GRAPHITE

ATAG's attractive and stylish new plate warmers and storage drawers are now available in unique Graphite Black, and cleverly designed to blend into any surroundings. The WD2192C 210mm plate warmer and the BD0792C 70mm storage drawer are smart and versatile additions to the company's expanding appliance portfolio.

The timely launch of these flexible cooking accessories chimes perfectly with current and future living trends where appliances are shrugging off their stereotyped image as exclusively 'kitchen' products. Discreet styling and quietness of operation is enabling the kitchen to expand into other areas of the home as the traditional dining room threatens to become obsolete in the not so distant future.

Appliances are similarly evolving as they become quieter, sleeker and more chic and no longer need to be grouped together in a specific location. ATAG is at the heart of this revolution, and its plate warmers and storage drawers are ideal companions for its comprehensive range of compact ovens, which fit neatly into either a 390mm or a 460mm high aperture. Alternatively, the plate warmers and storage drawers are equally at home located in the living area.

The WD2192C Plate Warmer drawer is ideal for storing and warming crockery for any meal or when entertaining where warm crockery is a complement to a perfectly cooked meal.

Additional features of ATAG'sWD2192C Plate Warmer:

- Thermostatically controlled drawer
- Hot air fan system with temperature selection from 30-70°C
- Anti-slip mat to prevent crockery slipping or sliding on opening and closing
- Accommodates 30 dinner plates (28cm) or
- 80 espresso cups or 40 tea cups
- Illuminated on/off switch
- 90-minute timer with automatic switch-off

- Designed to fit neatly with ATAG's 390mm compact oven

Graham Gleave, National Sales Manager for ATAG, says: "Open plan living is very much in vogue and is spilling out into the living areas of the home including conservatories. It is very acceptable to use the kitchen as the dining area when entertaining. Dividing walls are coming down and many consumers are becoming much more flexible and adventurous in their design concepts. The old boundary lines are being swept away as appliances evolve both aesthetically and technologically.

"For the discerning, the right appliances have to be on show. Those that promote lifestyle statement and ooze influence will be all the more in demand, with refurbishment of the living space being top of the agenda for the immediate future."

For further information on ATAG's premium built-in appliances, please call ATAG UK on 0208 247 3993 or visit the website at www.atag.co.uk

Ends.

Image caption: ATAG's WD2192C Plate Warmer is a convenient addition to the kitchen or a neat and useful accessory for the dining room.

9th March 2009

For further press information and images contact:

JM Marketing Tel: 01536 414555

Email: Jacqueline@jmmarketingservices.co.uk Email: Alex@jmmarketingservices.co.uk